



NC Department of Health and Human Services



CEQ Webinar Series Part Three: Breaking Down the Template – Community Education and Awareness Plan

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Section
Archived Webinar, 2022**

CEQ Webinar Series

- **Part One: Understanding the CEQ**
- **Part Two: Community Engagement Plan**
- **Part Three: Community Education and Awareness Plan**
- **Part Four: Quality Improvement Project**
- **Part Five: Submission with Success**
- **Part Six: Exploring Quality Improvement**

Review of Community Engagement Plan Webinar:

Community Engagement Plan

- Broke down each part of the template
- Discussed methods for capturing data
- Worked through an example of a completed Community Engagement Plan

- # Objectives for this webinar:
- ## Community Education and Awareness Plan
- Break down the new sections added to the template
 - Discuss methods for creating evaluation strategies and capturing data
 - Work through an example of a completed Community Education and Awareness Plan

Community Engagement Education Awareness Quality Improvement Plan (CEQ)

- Community Engagement Plan
- Community Education and Awareness Plan
- Quality Improvement Project

Community Education and Awareness Plan

Part 2: Community Education and Service Promotion Plan

Your plan to 1) Help your community better understand your Family Planning Services' goals/objectives and your availability of services, and 2) Encourage potential clients with unmet needs to use your Family Planning services

*Both objectives below are required. You may use the below **example** implementation activities, or you may develop your own.*

Goal	Objective / Purpose	Implementation Activities (Examples)	Projected Date	Person(s) Responsible	Documentation Method(s)
Increased community awareness of family planning services	1. Increase community understanding of family planning services	1a. Participate in local health fairs and festivals. 1b. Provide in-services on family planning services to community partners			
	2. Increase service utilization	2a. Utilize social media 2b. Other advertising – public service announcements (PSAs), billboards, buses, etc.			
Evaluation Strategy (Examples)		Projected Date	Person(s) Responsible	Documentation Method(s)	
Survey/evaluation at community events to gauge Implementation Activity effectiveness					
Increased “hits” and/or “likes” within social media					
Front desk staff inquires how patients heard about services (to gauge effective of advertising)					

Community Education and Awareness Plan

<i>Goal</i>	<i>Objective / Purpose</i>	<i>Implementation Activities (Examples)</i>	<i>Projected Date</i>	<i>Person(s) Responsible</i>	<i>Documentation Method(s)</i>
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Community Education and Awareness Plan

- **Evaluation Strategy**

<i>Evaluation Strategy</i> (Examples)	<i>Projected Date</i>	<i>Person(s) Responsible</i>	<i>Documentation Method(s)</i>
Survey/evaluation at community events to gauge Implementation Activity effectiveness			
Increased “hits” and/or “likes” within social media			
Front desk staff inquires how patients heard about services (to gauge effective of advertising)			

Example

Part 2: Community Education and Service Promotion Plan

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Goal	Objective / Purpose	Implementation Activities (Examples)	Projected Date	Person(s) Responsible	Documentation Method(s)
Increased community awareness of family planning services	1. Increase community understanding of family planning services	1a. Participate in local health fairs and festivals. 1b. Provide in-services on family planning services to community partners.	05/2021 06/2021	Jane Doe- Health Education Jim Doe- Family Planning Nurse	Maintain list and date of local events family planning material was provided at. Maintain list and date of in-service provided.
	2. Increase service utilization	2a. Make at least one family planning post per week on social media. 2b. Run a public service announcement (PSA) for family planning services.	01/2021-07/2021	Jim Doe- Family Planning Nurse John Smith- Marketing	Maintain list and dates of social media posts and dates that the PSA will run on the radio.

Evaluation Strategy (Examples)	Projected Date	Person(s) Responsible	Documentation Method(s)
Survey/evaluation at community events to gauge Implementation Activity effectiveness	01/2021-07/2021	Health Education Staff	Paper Surveys with summary.
Increased "hits" and/or "likes" within social media	01/2021-07/2021	John Smith- Marketing	Document and compare monthly average of post likes and shares.
Front desk staff inquires how patients heard about services (to gauge effective of advertising)	01/2021-07/2021	Kate Smith- Receptionist Jim Doe- Family Planning Nurse	Compile patient answers and create summary.

Summary

Community Education and Awareness Plan

- Broke down the new sections added to the template
- Discussed methods for creating evaluation strategies and capturing data
- Worked through an example of a completed Community Education and Awareness Plan

Contact Information

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